

COURSE PLANNER

Bachelor of Media and Communication (Social Media) Semester 2, 2026

Recommended Sequence
Units are listed in a recommended sequence on your Course Planner. However, this can be amended depending on unit availability, unit progression, timetabling, and the semester you commenced your program.

How to use your Course Planner
Refer to the table below to help explain what units are required each semester throughout your course. The units in your planner are colour-coded to assist you in mapping out your studies.

Year One

S1 (Semester 2 2026 - September)		
Unit Code	Unit Title	Pre-req
MDA10012	Communicating with Data	
MDA10015	Social Media Strategy	
MDA10013	Social Media Cultures	
DCO10005	Typography	Prescribed Elective^
MPU3312	Academic Integrity and Professional Conduct (<i>All students</i>)	
Summer Term January-February 2027		
MPU3212/2212	Bahasa Kebangsaan A (<i>Malaysian students who do not have SPM Bahasa Melayu credit</i>)	
S2 (Semester 1 2027 - March)		
Unit Code	Unit Title	Pre-req
MDA10001	Introduction to Media Studies	
MDA10008	Global Media Industries	
MDA10018	Content Creator Lab	
DCO20004	User Interface Design	Prescribed Elective^
MPU3172	Aspirasi Negara Bangsa - BM (<i>Malaysian students</i>)	
MPU3142	Malay Language Communication 2 (International students)	
Winter Term June-July 2027		
MPU3212	Bahasa Kebangsaan A (<i>Malaysian students who do not have SPM Bahasa Melayu credit</i>)	

Course Information	
Course 300 Credit Points	Core units 50 Credit Points
	First Major units 100 Credit Points
	Component units 150 Credit Points
*General Studies / Mata Pelajaran Umum	

- * Core/compulsory units to complete as a prerequisite to graduate (see statement below)
- * Advisable to enrol in Year One
- * Email Itu@swinburne.edu.my for queries
- ^Electives: students may choose based on preference, though this combination is recommended for optimal alignment with career pathways in the Media and Creative Communication field.

Course Information

Ministry of Education requires that all NEW Cohorts pursuing Degree program (International and Malaysian) students must take the MPU units as a prerequisite for the award of their degree.

- Malaysian students: Must take and pass the units as a prerequisite for the award of their degree.
- International students: Must take and pass the units as a prerequisite for the award of their degree

Year Two

S3 (Semester 2 2027 - September)		
Unit Code	Unit Title	Pre-req
JOU20007	Interactive Storytelling	50 CPs AND MDA10018
MDA20014	Media and Social Impact	
DDM10006	Typography for Screen and Motion	50 CPs
DDD20015	Interaction Design	Pre-req: DCO20004 Prescribed Elective^
MPU3222	Career Development (<i>All students</i>)	
Summer Term January-February 2028		
MPU3212	Bahasa Kebangsaan A (<i>Malaysian students who do not have SPM Bahasa Melayu credit</i>)	
S4 (Semester 1 2028 - March)		
Unit Code	Unit Title	Pre-req
MDA20026	Media Analytics and Visualisation	50 cp of Level 2 Units OR MDA10018
MDA20028	Business of Media and Entrepreneurship	MDA10001 AND MDA10018 or 50CPs
DDD20016	User Experience Design	Pre-req: DDD20015 Prescribed Elective^
MKT10009	Marketing and the Consumer Experience	Prescribed Elective^
Winter Term June-July 2028		
MPU3112	Kursus Integriti dan Antirasuah (KIAR) – BM (<i>Malaysian students</i>) Kursus Integriti dan Antirasuah (KIAR) – ENG (<i>International students</i>)	

Year Three

S5 (Semester 2 2028 - September)		
Unit Code	Unit Title	Pre-req
DDD30022	Motion Graphics Project	DDD30021 Prescribed Elective^
DCO10002	Digital Design	Prescribed Elective^
DDD30020	Interaction Design for Mobile Devices	Pre-req: DCO20004 Prescribed Elective^
MKT20021	Integrated Marketing Communication	Prescribed Elective^
MPU3122	Falsafah dan Cabaran Semasa – BM (<i>Malaysian students</i>)	
MPU3152	Citra Malaysia (<i>International students</i>)	
S6 (Semester 1, 2029 – March)		
Unit Code	Unit Title	Pre-req
MDA30012	Researching Social Media Publics	50 cp of Level 2 Units
MDA30021	Emerging Media Industry Project	62.5 cp
MKT20025	Consumer Behaviour (only to take if the student does not take WIL in Winter Term)	Prescribed Elective^
MKT30016	Marketing Strategy and Planning (only to take if the student does not take WIL in Winter Term)	Prescribed Elective^
MPU3412	Service Learning (<i>All students</i>)	

*Unit availability is subject to the yearly offering; please check with the head of department before proceeding with your enrolment.

Course Structure

To qualify for the award of Bachelor of Media and Communication (Social Media) students must complete:

- Core Units - A set of compulsory units you MUST complete as part of your course
- First Major Units - A structured set of 8 units or 100 credit points in a field of study specific to your course
- Component Units - Can be completed from a combination of the following:
 - Minor - A structured set of 4 units or 50 credit points from a field of study which you can choose in addition to a first major
 - Electives - A standalone unit from any study area

Students may not complete more than 150 cps (normally 12 units) at Introductory Level (or Level 1) unit.

Design and Arts Electives

UI/UX Minor

DDD20015 Interaction Design (pre-req: DCO20004)
DDD20016 User Experience Design (pre-req: DDD20015) (only offered in Semester 1)
DDD30020 Interaction Design for Mobile Devices (pre-req: DCO20004)
MDA20026 Media Analytics and Visualizations (pre-req: 50 cps at Level 2 units or MDA10018 Content Creator Lab

Communication Design Minor

DCO10003 Packaging Design
DCO10007 Visual Communication Studio
DCO20009 Typography for Print and Interactive Publication (pre-req: DCO10005 & 75 cps)
DDD30013 Publication Design (pre-req: DCO20009 & 150 cps)

Design Electives

DCO10004 Photography for Design
DCO10005 Typography
DCO10002 Digital Design
DCO20001 Brand and Identity Design (pre-req: 50 cps)
DDD20004 Contemporary Design Issues (pre-req: DDD10001)

***Students can opt to take the Work Integrated Learning (WIL) Placement, which is equivalent to 2 Elective Units**